

**King, Valerie A.**

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**From:** King, Valerie A.  
**Sent:** Tuesday, July 29, 2003 2:16 PM  
**To:** McCann, Amy  
**Subject:** RE: Ashtray and Lighter Advertising - Smokers

**Sensitivity:** Confidential

**DSS:** No

Amy:  
Their recruiting agent indicated they would be targeting smoke shops, cigarette outlet stores, bars and possibly some factories - all adult targeted venues.

As to location - In Lincoln, they would target an array of areas (some near shopping, some near low and medium income housing, factories, downtown). In Omaha it would be a smaller area, targeting primarily the older part of town and lower income areas.

Let me know if you need anything further.

Thanks,  
Valerie

-----Original Message-----

From: McCann, Amy  
Sent: Monday, July 28, 2003 5:22 PM  
To: McCann, Amy; King, Valerie A.  
Subject: RE: Ashtray and Lighter Advertising - Smokers  
Sensitivity: Confidential

Valerie:

Where will they distribute (both geographical location and type of facility, i.e., adult only, convenience store, etc.)?

-----Original Message-----

From: McCann, Amy  
Sent: Monday, July 28, 2003 5:21 PM  
To: King, Valerie A.  
Subject: RE: Ashtray and Lighter Advertising - Smokers  
Sensitivity: Confidential

Valerie:

Thank you for running this by us. I will get the appropriate input from the MSA lawyers and get back to you. I will strive for Thursday, but will let you know if I run into any snags.

Thanks.

-----Original Message-----

From: King, Valerie A.  
Sent: Monday, July 28, 2003 5:16 PM  
To: McCann, Amy  
Subject: FW: Ashtray and Lighter Advertising - Smokers  
Sensitivity: Confidential

Amy:

We have received the request below from MDS regarding their use of proposed advertising (attached) on ashtrays and lighters. Although they indicate they used this type of media with the first PM study, I thought it warranted review.

Could you let me know if you have any comments by Thursday?

Thanks,  
Valerie

-----Original Message-----

From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]  
Sent: Friday, July 25, 2003 4:33 PM  
To: valerie.a.king@pmusa.com  
Cc: Kelli Hogeland  
Subject: Ashtray and Lighter Advertising - Smokers  
Sensitivity: Confidential

Valerie,

Attached are advertisements that we would like to use on ashtrays and lighters. We would like to distribute these in smoke shops, bars etc. This advertising is similar to past "Smokers" ads and we have used this type of promotional items in 2001 for the first PM study.

Please let me know if PM legal approves and we can take to the IRB.

Thanks  
Kim

Kimberly M. Prchal  
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